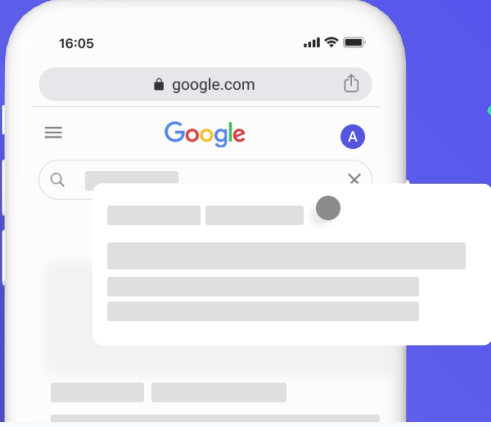


Boost your Search Rank and Page Speed with AMP

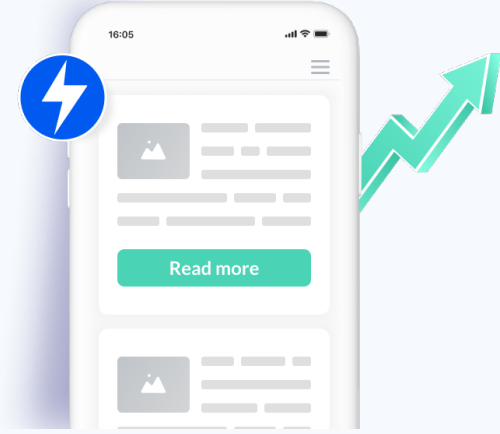
Add AMP to make your site load instantly, improve SEO, and increase visits by 50% on average



Increase search visits by 30%

AMP pages rank higher in the search results

AMP pages are optimized for achieving the highest mobile performance scores. The result is an average increase of 30% in search traffic.



AMP pages are 5x more likely to pass mobile performance tests

Google found that 5 times more AMP pages pass the Core Web Vitals test compared to HTML pages. The test is a significant SEO factor, and directly improves search rank.

Mobile performance is the #1 technical factor affecting search rank

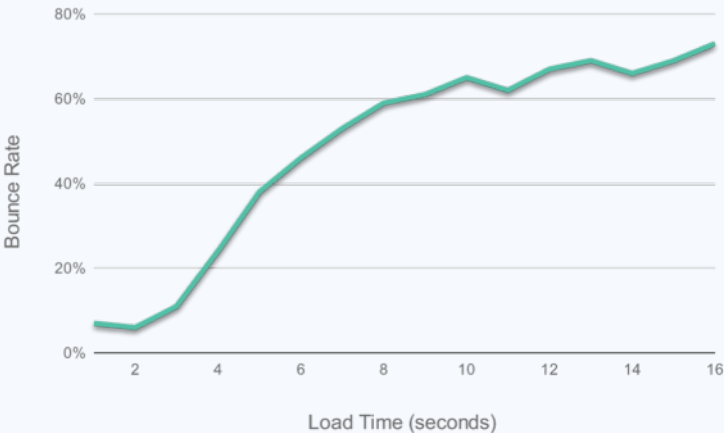
Just 100 milliseconds can mean the difference between the top and bottom results



Increase the number of engaged visitors by 30%

AMP keeps visitors from leaving your site

40% of visitors leave your site in the first 5 seconds of loading (bounce). AMP's near instant load time can save up to 70% of them. In other words - increase the number of engaged visitors by 30%



AMP can increase the number of engaged visitors by more than 50%

Average increase in search visitors for AMP sites

+30%

Increase in number of engaged visitors due to instant loading time

+30%

Overall increase in number of engaged visitors following AMP implementation

50%-70%

20% of the world's most popular sites use AMP

WIRED

Wired Magazine acheived 25% increase in CTR from search results

GIZMODO

AMP made Gizmodo 3x faster on mobile

The Washington Post

The Washington Post experienced 23% increase in mobile search users who return within 7 days

CNBC

CNBC acheived 4X decrease in mobile page load time

FAQ

My site is already fast. Why AMP?

Traditional performance optimization tools are great, but AMP takes it to another level by leveraging Google's Content-Delivery-Network to create a near-instant site experience.
At a high level, when an AMP site shows up in the search results, it is being **pre-loaded before** the visitor clicks to open it. By the time the site is being opened - it loads near instantly.

I already show up on Google. Do I need this?

Nearly 70% of global traffic starts at Google, and the top 3 search results take over 75% of all the traffic. So it's not enough to be on Google - you should always aspire to rank high enough to attract the best visitors.

How fast is AMP compared to HTML?

AMP is being pre-loaded to the visitor's device before being opened, which saves most of the loading time of HTML sites. Most tests measure between x3 and x6 faster loading time for AMP compared to HTML.
Ampify enables you to measure your AMP site speed through the app dashboard.

Does AMP affect only site speed?

Google measures various performance and user experience metrics as part of its ranking of websites. AMP was created by Google to optimize all these metrics, both the performance and the user experience ones.

Join the Fast League and grow your site.
Contact us today!